***Description of Work – The DOW must be uploaded as a pdf file on the ESS. It cannot exceed 10 pages.***

2. What is the smart agriculture **solution** you are proposing? (max. 0.5 page)

1. What is the agricultural **problem** you are addressing? (max 0.5 page)

Describe the **Market** for this product (ideally but not essentially addressing one or more of the targete

3. Describe your ICT **Product** (identifying specifically how you propose to use FIWARE technologies in the proposed project (i.e. FIWARE generic enablers, specific enablers and/or domain specific platforms, most notably the FIspace platform) (max 1 page)

4. Describe the **Market** for this product (ideally but not essentially addressing one or more of the targeted domains of arable farming, horticulture, livestock production) (max. 1 page)

5. Describe your **Team** and the planned cooperation with ICT-AGRI and other third parties where applicable (max. 1 page)

6. Who are your **Competitors**? What is your Unique Value Proposition? (max. 0.5 page)

7. What is your proposed **Route to Market**? (max. 0.5 page)

8. What is your **Business Model**? How will you make money? (max. 1 page)

**9. Expenditure**: How will the funding described in Partner Budget be spent in each of the [three levels of development](#_Milestone_and_mentoring). Describe the planned activities. (max. 2 pages)

**10 Milestones**: What milestone do you propose to measure success at each level of development? (max 1 page)